

Trim size: 143x200 mm
Bleed size: 153x210 mm
Processing: heatset web-offset

Paper
cover: 80 g/m² LWC Galerie Brite
content: 42 g/m² news-print

You can find technical requirements
on the website www.burda.ru in section
FOR ADVERTISERS or require from
Advertising Sales Managers



Advertising rates

| AD Size | Trim size, mm | Rates, (RUR)* |
|----------------------------|-----------------------|----------------|
| 1/1 | 143x200 (+5mm) | 363 000 |
| Spread | 286x200 (+5mm) | 678 000 |
| 2 rd cover page | 143x200 (+5mm) | 398 000 |
| 3 rd cover page | 143x200 (+5mm) | 377 000 |
| 4 rd cover page | 143x200 (+5mm) | 433 000 |
| 1/2 page (horizontal) | 143x98 (+5mm) | 238 000 |
| 1/2 page (vertical) | 70x200 (+5mm) | 238 000 |

* — Without VAT

Special placement — **15%**
Ad specials — by request.



Deadlines

| Issue | Booking/ cancellation | Materials deadline | On sale |
|----------------|--------------------------|-----------------------|----------|
| 02/2022 | 08.12.21 | 15.12.21 | 25.01.22 |
| 03/2022 | 12.01.22 | 19.01.22 | 22.02.22 |
| 04/2022 | 09.02.22 | 16.02.22 | 22.03.22 |
| 05/2022 | 09.03.22 | 16.03.22 | 19.04.22 |
| 06/2022 | 06.04.22 | 13.04.22 | 17.05.22 |
| 07/2022 | 04.05.22 | 11.05.22 | 14.06.22 |
| 08/2022 | 01.06.22 | 08.06.22 | 12.07.22 |
| 09/2022 | 06.07.22 | 13.07.22 | 16.08.22 |
| 10/2022 | 10.08.22 | 17.08.22 | 20.09.22 |
| 11/2022 | 07.09.22 | 14.09.22 | 18.10.22 |
| 12/2022 | 05.10.22 | 12.10.22 | 15.11.22 |
| 01/2023 | 02.11.22 | 09.11.22 | 13.12.22 |